

**KDNL TV/ABC 30 ST. LOUIS**  
**CAMPAIGN PURCHASE REQUEST FORM**

Date Avail Request Made: 8/2 (Add)

Advertiser Making Request: Brad Lager

Political Party or  
Nature of Advertising Message: Republican

Flight Dates: 7/31 - 8/6

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)

1 of 4

Doc  
x16390

Rep Firm	
Sales Office (	) WASHINGTON
Salesperson (	) FRAN BROWN
Salesperson Phone#	215-563-5400
Salesperson FAX#	215-563-2974

BRAD LAGER \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

8/2 PLEASE SEE THE ADDITIONS MADE TO THE ABOVE ORDER  
PER THE AGENCY'S REQUEST. PLEASE CONFIRM, THANK YOU FRANK

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
*3	08/03-08/06	5P-530P	NEWS	:30	\$165.00	F,M	2	1	2	\$330.00
Rating: 1.6										
Sales Remark: V3 ADD										
V3 Added										
*4	08/03-08/06	630P-7P	30 ROCK	:30	\$225.00	F,M	2	1	2	\$450.00
Rating: 1.8										
Sales Remark: V3 ADD										
V3 Added										
*5	08/03-08/06	10P-1030P	NEWS	:30	\$150.00	F,M	2	1	2	\$300.00
Rating: 1.6										
Sales Remark: V3 ADD										
V3 Added										



Order# 9770951 Ver# 3 Status Revised  
d Yes

Traffic Order# 1338307

Printed: 08/02/2012 8:26 AM  
Last Received: 08/02/2012 7:42 AM  
Showing Buylines: All Rep Revised Lines

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Station KDNL-TV ST. LOUIS MO  
Advertiser ( ) POLITICAL  
Product BRAD LAGER  
Estimate# 1256  
Buyer LYNN MARTIN  
Phone#  
Fax#

Agency ( ) MEDIA PLACEMENT TECHNOLOGIES  
500 N WASHINGTON ST, SUITE 303  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //1256  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks

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Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
*12	08/04-08/04	7P-10P	MOVIE	2	:30	SA	2	1	2	\$600.00
Rating: 2.9			Sales Remark: V3 ADD							
			V3 Added							
*13	08/05-08/05	6P-7P	AFV	3	:30	SU	1	1	1	\$550.00
Rating: 3.8			Sales Remark: V3 ADD							
			V3 Added							
*14	08/05-08/05	7P-8P	SECRET MILLIONAIRE	2	:30	SU	1	1	1	\$900.00
Rating: 4.5			Sales Remark: V3 ADD							
			V3 Added							

---REPORT TOTALS---

Report Totals: 22 / \$6,390.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / \$7,640.00  
Sales Totals: 28 / \$7,640.00  
Station Totals: 28 / \$7,640.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$489,744

CABL 0% KDNL 1% KMOV 0% KPIR 5% KSDK 77%  
KTVI 15% UNKN 0% WRBU 0%

---COMPETITIVE COMMENTS---

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Books FEB12  
Demos RA35+